



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
COMMUNICATIONS MANAGER
(311 CALL CENTER)
COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for the management and administration of the 311 Communications Center. Reports to the Director of Communications.

ESSENTIAL JOB FUNCTIONS

Oversees the activities of the 311 Communications Center; designs and implements marketing strategies and programs to promote the Communications Center. Analyzes, evaluates and develops operational processes for improved efficiencies and operational effectiveness. Researches and prepares recommendations and reports to improve customer services operations and systems. Consults and collaborates with City departments and outside agencies to stay abreast of operations, policies, procedures and other pertinent information for the Center's operational integrity and efficiency. Coordinates with project teams to improve operations with call routing and technology solutions.

Oversees strategic planning and goal development for the division; develops programs and procedures to analyze and evaluate operations. Monitors service calls; maintains correct recorded announcement menus; performs statistical and quality analyses for optimum efficiency and effectiveness; prepares detailed and complex reports, briefings, and presentations as needed.

Responsible for the effective supervision and administration of the Communications Center personnel including budgeting, purchasing and financial transactions, staff organization and development, performance evaluations, employee relations and training, prioritizing and assigning work and related activities. Evaluates the need to fill vacant positions and recommends changes to allocated positions and divisional structure as needed.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Customer Service – Considerable knowledge of principles, practices, methods, terminology and trends for providing customer service in a call center environment. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.

- Technology - Comprehensive knowledge of general office equipment and personal computers to include customer information systems, word processing, spreadsheet, and related software. Comprehensive knowledge of office systems, practices, procedures and administration.
- Supervision - Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.

REQUIRED SKILLS

- Critical Thinking - Using logic and reasoning to understand, analyze, and evaluate complex situation and research information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to the situation.
- Interpersonal Relationships - Develops and maintains cooperative and professional relationships with employees at all levels, representatives from all departments, and outside agencies. Effectively responds to and resolves complex inquiries and disputes.
- Judgment/Decision Making - Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.

REQUIRED ABILITIES

- Communication - Excellent ability to communicate complex ideas and proposals effectively so others will understand to include preparation of reports, agendas, and policies. Excellent ability to listen and understand information and ideas presented verbally and in writing.
- Financial Management - Ability to perform arithmetic, algebraic, and statistical applications to perform purchasing and financial transactions as well as a variety of statistical analysis. Ability to employ economic and accounting principles and practices in the analysis and reporting of budgeting data.
- Coordination of Work - Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine and establish priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.

EDUCATION AND EXPERIENCE

Requires any combination of education and experience equivalent to a Bachelor's Degree in a related field, 5 - 7 years of progressively responsible management experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

Requires a general background investigation to include a local and state criminal history check.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.